



## War Wages On as Warhammer Online: Age of Reckoning Celebrates One Year Anniversary Celebration

### ***Players Celebrate with Wild Hunt Live Event, Weekend Scenarios, Veteran Rewards, Experience/Renown Bonus and More***

FAIRFAX, Va., Aug 19, 2009 (BUSINESS WIRE) -- Mythic Entertainment(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced the celebratory activities planned for the upcoming one year anniversary of the critically acclaimed MMORPG, *Warhammer(R) Online: Age of Reckoning(R) (WAR)*. The celebration kicks-off on August 31<sup>st</sup> with the introduction of a special new live event - The Wild Hunt, and continues all September with special weekend-only scenarios, a month-long 20% Experience/Renown bonus, special in-game items for all players, veteran rewards, and much more.

"This anniversary marks a major milestone for *WAR*, the Mythic development team, and our fantastic community of players," said Jeff Hickman, Executive Producer of *Warhammer Online: Age of Reckoning*. "We could think of no better way of marking this occasion than by celebrating our success with our fans for the entire month of September. We've got new content to share with the Wild Hunt live event, special versions of popular scenarios, and a 20% experience and renowned bonus, plus, players can get special rare drops, veteran rewards, fireworks, Halfling pies, and exploding stout! Now that is a party Warhammer style!"

The Wild Hunt live event, taking place from August 31 - September 7, 2009, pits the forces of Order and Destruction against the ultimate quarry in the new instanced dungeon, The Hunter's Vale. For more information about the Wild Hunt live event, visit: <http://herald.warhammeronline.com/liveevents/2009WildHunt.php>.

Following the Wild Hunt live event, special weekend-only events are planned with special versions of the Mourkain Temple (September 11-14), Gates of Ekrun (September 18-21) and Temple of Isha (September 25-28) scenarios.

Throughout September's celebration, exclusive anniversary items, including Halfling Pies and the Jubilee Cloak, will be delivered via in-game mail to all players. Fans that have waged non-stop war for the past year will be rewarded with a special veteran's reward, the WAR Aegis, and unique title, Weapon of WAR. In addition to all players receiving a 20% experience and renown bonus throughout September, enemies defeated in RvR combat will drop fireworks, exploding stout and other unique limited edition anniversary items.

Based on the popular tabletop war game from Games Workshop, *Warhammer Online: Age of Reckoning* features revolutionary Realm vs. Realm(TM) conflict that will provide players with an engaging battleground for years to come. Available now for PC and rated "T" for Teen by the ESRB, *WAR* will be available for the Mac in the fall of 2009. For more information or to download the 10-day free trial, visit <http://www.warhammeronline.com/>.

### **About Warhammer(R) Online: Age of Reckoning(R)**

Experience the glory of Realm vs. Realm! Declare your allegiance and join hundreds of thousands of mighty heroes on the battlefields of *Warhammer Online: Age of Reckoning*, the new MMORPG from Mythic Entertainment, the creators of *Dark Age of Camelot*(TM). Enter a grim fantasy world of perpetual conflict to fight for the Realms of Order (Dwarfs, High Elves, and Empire) or Destruction (Greenskins, Dark Elves, and Chaos). Invade enemy lands, besiege imposing fortresses, and sack sprawling capital cities for the glory of your Realm. Wield devastating magic and deadly weapons, battle monstrous creatures, and join your brothers-in-arms in epic Public Quests(TM). Climb the Bastion Stair, carry your Guild Banner into battle, and unlock the infinite secrets of the Tome of Knowledge as you travel the world. So sharpen your blade and unleash your inner mutation. The Age of Reckoning has begun and WAR IS EVERYWHERE!

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software

company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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